



United States
Department of
Agriculture

Food and
Nutrition
Service

Mountain
Plains
Region

1244 Speer Boulevard, Suite 903
Denver, Colorado 80204-3585

JUN 5 2003

Reply to:
Attn of:

SFSP-483

Subject:

Summer Food Service Program (SFSP): Professional Rodeo Cowboy Association (PRCA) Cowboy Packet

To:

STATE AGENCY DIRECTORS –
(Special Nutrition Programs)

Colorado ED, Iowa, Kansas, Missouri DH,
Montana OPI, Nebraska, North Dakota,
South Dakota, Utah, and Wyoming

In an attempt to attract as many children as possible to the SFSP, the PRCA has joined with the Food and Nutrition Service to publicize a message emphasizing good nutrition and healthy exercise. The attached Cowboy Packet has been developed and will be provided to each PRCA member that visits an SFSP site this summer. This packet includes information about the SFSP, what is likely to happen during a visit, and media outreach and news release materials to be provided to the media. Our office will provide a supply of the Cowboy Packet to the PRCA for distribution to the PRCA members visiting sites.

Also included in the Cowboy Packet are Public Service Announcements (PSA) on a CD ROM in a 30 second and a 60 second format specific to your state. In addition, generic 30 second and 60 second PSAs were also recorded. This CD ROM may be copied and provided to media outlets in your state.

If you have any questions, please contact Christy Kennedy at 303-844-0359 or Cheryl Kennedy at 303-844-6226.

DARLENE SANCHEZ
Regional Director
Special Nutrition Programs

Attachment